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Artist Name:	Contact Name:
Contact Phone #:	Contact email address:
Position with the group:	Artist Website:

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Please answer the following questions to help us get a better picture of who you are, what you are all about, and where you want to go. This will help make our free consultation a more directed and informative conversation. We will also be able to help you out by pinpointing your exact needs and understanding where your strengths are.

Please fill out as detailed as possible. If you do not know an answer or understand the question, just mention you are unsure or unclear.

**Begin writing your answers directly on the grey tabs.**

If your computer operating system doesn't support this document, just copy the questions and fill them out in a separate new document.

Please answer these questions with as much detail as possible and send them back to us at [pr@protectomatic.com](mailto:pr@protectomatic.com) with the subject line listing **SUBJECT: IQS- YOUR BAND NAME**

## **BASIC QUESTIONS**

1. How did you hear about Protectomatic Music and Entertainment?
2. Are you currently signed to any contractually agreements that take income percentages away from you, or transfer the ownership of your music? (We prefer to work with artists that are in total control of their music)
3. Have you auditioned for American Idol, Fremantle enterprises, NBC Universal or any other talent format where you had to sign a contract for long term percentages for exposure? Do you have pending percentages with any talent agent, talent buyer, record label, publisher or management group? If so, please explain.
4. What is your name or the name of your group, ensemble or name that you perform by?
5. What is the origin of your name (if made up)?
6. Are you open to adapting or changing that name?
7. Do you represent the artist as management, a label, an agent or are you a member of the group?
8. Do you have your music properly copy written?
9. Is your music published and if so with who?
10. Where is the band located or based out of?
11. What is the best times or days to reach you to set up a free consultation?

## **CREW QUESTIONS**

**12.** Whom does your group consist of? Copy this sheet if you have more than five members. Please include your p.r. agent, manager, label contacts, booking agent or anyone else directly involved in your group.

**A.**

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Name:	Instrument:
Birthdate:	Hometown/ State / Country:
Current Occupation:	Past experience, other bands or personal highlights:

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**B.**

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Name:	Instrument:
Birthdate:	Hometown/ State / Country:
Current Occupation:	Past experience, other bands or personal highlights:

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**C.**

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Name:	Instrument:
Birthdate:	Hometown/ State / Country:
Current Occupation:	Past experience, other bands or personal highlights:

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**D.**

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Name:	Instrument:
Birthdate:	Hometown/ State / Country:
Current Occupation:	Past experience, other bands or personal highlights:

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**E.**

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Name:	Instrument:
Birthdate:	Hometown/ State / Country:
Current Occupation:	Past experience, other bands or personal highlights:

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## WEB

13. What is your website address?
14. Do you own your domain name and if so for how long?
15. What kind of Hosting Company do you have if you have one?
16. Do you have a myspace account? What is the address?
17. Do you have a paypal account?
18. Do you sell your music anywhere online and if so where?
19. Do you have any other sites that you post your group on?
20. Do you have an online mailing list, fan database or other internet promotional distribution tools and if so what are they?
21. Please list and links to your music or examples of your music that are online.
  - a.
  - b.
  - c.
22. Do you own any secondary domain names that go to your primary site?
23. Do you or any one in your band have web design, web coding or graphic design abilities and/or background?

# INITIAL ARTIST QUESTION SHEET

## GOALS

24. What are your goals in the music industry?

25. What are your goals with your music?

26. Any long term goals you would like to share, dreams or things you wish to accomplish?

27. Are you looking to be rich, or would you like to be self sufficient in music?

28. Do you want to remain an independent artist or would you prefer to sign to a major label?

29. List the following in order of importance. **1** being most important, **14** being least important. There are no wrong answers here. We just want to get a sense of your business mindset and approach. Do not put what you think you should, put what you see and what you see as your level of importance.

- a. FAME
- b. FORTUNE
- c. MUSIC
- d. MAKING A LIVING
- e. TOURING
- f. RECORDING
- g. TEACHING
- h. PROMOTING
- i. MARKETING
- j. CONTROLLING YOUR CAREER AND MUSIC.
- k. GETTING SIGNED TO A MAJOR OR INDEPENDENT LABEL.
- l. GETTING SIGNED TO A MANAGEMENT GROUP OR BOOKING AGENCY.
- m. SELLING YOUR MUSIC.
- n. CONTRACTING, LICENSING OR PUBLISHING YOUR MUSIC TO OTHERS.

## **MARKETING**

- 30.** Do you have a band tag line? A descriptive hook that encapsulates your band and your sound.
- 31.** Please follow the last question with a brief bio of the artist or the band.
- 32.** Do you have a specified font or logo associated with your band? If so, where can we view it?
- 33.** Name three things that separate you and/or help you stand out from other artists in your genre. (Do not throw your ego around here. We are looking for the ways you see yourself in a marketable way)
- a.**
  - b.**
  - c.**
- 34.** Give us three descriptions of your sound and your vibe. Fast short ones....easy to market ideas.
- a.**
  - b.**
  - c.**
- 35.** Name three artists you can compare your self to. (Again, even if you feel like no one compares, please list similar sounding or stylistic groups or artists. If you can't, ask some friends to name a few)
- a.**
  - b.**
  - c.**
- 36.** What would you define your genre or category in the industry as? (ie: rock, pop, funk, jazz)
- 37.** Do you have a street team, P.R. firm, or any other agency that helps you promote and market?
- 38.** What kind of Merchandise items, if any do you currently sell or have?

## **MUSIC**

**39.** Name five artists that inspired you.

**a.**

**b.**

**c.**

**d.**

**e.**

**40.** Do you or can you sing in any other languages?

**41.** How much profanity, swearing or bad language is in your music?

**42.** How much violent references or derogatory comments are in your lyrics?

**44.** Please supply a link if possible to a couple different examples of your music.

**43.** Please give us an example of your songs? One song worth of lyrics.

(Please cut and paste a full song of lyrics here)

## **MISC. / CLOSING**

44. Is your group involved in any kind of philanthropic or charity kind of work and would you consider it?
45. Do you currently have any endorsements or sponsorships?
46. Are you open to touring outside of the continental United States?
47. Do you have a computer that is broadband or has a high speed connection?
48. Are you trying to meet a certain deadline to bring up your viability in the industry? If so please detail here.
49. How long has the current incarnation of your band been together?
50. List three questions you have for us if you like here...
  - a.
  - b.
  - c.

**Please answer these questions with as much detail as possible and send them back to us at [pr@protectomatic.com](mailto:pr@protectomatic.com) with the subject line listing **SUBJECT: IQS- YOUR BAND NAME****

**These sheets and the information on them will not be shared with anyone except for the staff of Protectomatic Music and Entertainment prior to your consult. We will discard these sheets 1 month after your free consultation. All this information is private and will not be distributed, disseminated, shared, sold or advertised on any website or in any form of media.**

**Please also be sure to include your contact point, phone number and email as well as the best time to reach you and your present location.**

**Thank you.**

**The PME staff**